

Message Text

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ACTION EB-07

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FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 5835

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E.O. 11652: N/A

TAGS: BEXP, CA

SUBJ: FY 1975 CCP: SECOND TRIANNUAL PROGRESS REPORT

REF: A. NOV 12, 1974 MELLOR/FERNANDEZ LETTER

B. STATE 280182, DEC 24, 1974

1. MONTREAL REPORTS CAMPAIGNS AND OTHER ACTIVITIES
PROGRESSING AS ANTICIPATED, WITH NO SIGNIFICANT
VARIATIONS FROM CCP.

2. VANCOUVER REPORTS ALL CAMPAIGNS ON SCHEDULE WITH
FOLLOWING EXCEPTIONS:

(A) CAMPAIGN 3. NO NEW LISTINGS OF WINES POSSIBLE
UNTIL B.C. LIQUOR CONTROL BOARD REORGANIZES.

(B) CAMPAIGN 4. IN-STORE PROMOTION CANCELLED OWING
TO LOCAL RETAIL SITUATION AND LACK OF COMMERCE FUNDS.

(C) CAMPAIGN 7. TRADE OPPORTUNITY CAMPAIGN POSTPONED
TO FY 1976 ON BASIS OF PRELIMINARY MARKET RESEARCH
DATA ON STATE OF CONSTRUCTION INDUSTRY IN B.C.

3. TORONTO REPORTS SEVERAL VARIATIONS FROM CCP
AS FOLLOWS:

(A) CAMPAIGN 1. SUBMISSION OF MINI-MARKET
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SURVEY ON POLLUTION CONTROL EQUIPMENT BEING

DELAYED TO FIRST CALENDAR QUARTER OF 1975
BECAUSE OF BREADTH OF TOPIC, AND LACK OF DETAILED
DATA AND STATISTICS.

(B) CAMPAIGN 2. FIRST CALENDAR QUARTER OF 1975
SHOWING TRADE OPPORTUNITY BENEFIT OF PREVIOUS
CONTACTS WHICH DID NOT PRODUCE IMMEDIATE RESULTS.

(C) CAMPAIGN 3. CG'S CONTINUING CONTACTS WITH ONTARIO
LIQUOR CONTROL BOARD AND U.S. WINE AND BEER REPRESENTATIVES
PARTLY RESPONSIBLE FOR TWO NOTABLE SUCCESSES:
LISTING OF GENESEE BEER AND APPOINTMENT OF AGENT
(SEE CANTWELL MEMCON OF JAN 21, 1975) AND TAYLOR WINE
AGENCY AGREEMENT WITH MCGUINNESS (TORONTO A-9,
FEBRUARY 13).

(D) CAMPAIGN 6. WHILE NO SPECIFIC TRADE OPPORTUNITY
RESULTS ACHIEVED, POST DEVELOPED MARKETING
INFORMATION OF GREAT GENERAL VALUE (TORONTO A-40
DEC 30, 1974).

(E) CAMPAIGN 7. POST COVERED CONSTRUCTION SHOW,
BUT AS REPORTED TORONTO A-39, DECEMBER 18, FOUND
LITTLE CURENT ACTIVITY IN THIS SECTOR ON WHICH
TO CAPITALIZE.

4. TORONTO ALSO REPORTS MIDDLE THIRD CCP CAMPAIGN
ACTIVITY ADVERSELY AFFECTED BY TRANSFER OF ONE OFFICER,
STILL WITHOUT REPLACEMENT, AND TRAINING NEEDS
OF NEW FSL. THERE HAVE ALSO BEEN: INCREASED IN CERP
ALERT REPORTING DEMANDS; MAJOR PROJECT EFFORTS
REQUIRED BY DEVELOPMENTS IN TRANSPORTATION SECTOR;
AND COOPERATION WITH HARRISON COUNTY INVESTMENT MISSION
(MARCH 11) AND NORTH CAROLINE MISSION (MAY).

5. OTTAWA REPORTS CONTINUING WORK ON CAMPAIGNS 3 AND 5,
WITH NO NOTABLE SUCCESSES. WE WISH TO RECORD
INITIATIVE OF USIS IN PLANNING OF MAY 9 SHOWING OF
AMERICAN FILMS BY AMBASSADOR TO PROJECTED OTTAWA
AUDIENCE OF 400. LIQUID REFRESHMENTS TO BE SERVED
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WILL CONSIST EXCLUSIVELY OF AMERICAN WINES, DONATIONS
OF WHICH USIS PRESS ATTACHE AND INFORMATION OFFICER
HAS ELICITED VIA DIRECT CONTACT WITH CALIFORNIA AND
NEW YORK WINERIES.

6. UNDER RUBRIC OF OTHER PROGRAM ACTIVITIES, AND
CERP ALERT REPORTING IN PARTICULAR, EMBASSY HAS COVERED
I.A. PACKAGING AND LABELLING REGULATIONS; APPARENT

DEMISE OF PROPOSED APPELLATIONS OF ORIGIN REGULATIONS WHICH, IF ADOPTED, WOULD HAVE CUT THE HEART OUT OF CAMPAIGN NUMBER 3; AND DEVELOPMENTS IN GOC AND PROVINCIAL EXPORT PROMOTION PROGRAMS. UNDER POLICY REPORTING (AND EXCON) HEADINGS, EMBASSY HAS SUBMITTED NUMEROUS TELEGRAPHIC REPORTS ON CANADA/CUBA TRADE, I.E., INVOLVEMENT OF CANADIAN SUBSIDIARIES OF U.S. FIRMS AND U.S. COMPONENTRY. THERE HAS ALSO BEEN THE USUAL CONSIDERABLE CALL FOR BUSINESS SERVICES, SOME OF THEM TIME-CONSUMING, SUCH AS APPROACHES TO MACHINERY AND EQUIPMENT ADVISORY BOARD ON DUTY REMISSION AND TO CUSTOMS AND EXCISE ON TARIFF CLASSIFICATION. THERE HAS BEEN THE USUAL NUMBER OF AD HOC WASHINGTON REQUESTED SERVICES, SUCH AS OBTAINING DATA FOR U.S. TREASURY IN COUNTERVAIL INVESTIGATION INVOLVING OXYGEN-SENSING PROBES. FINALLY, FY 1976 AND 1977 CCP PLANNING AND REPORTING HAS REPRESENTED HEAVY WORKLOAD UNDER GENERAL MANAGEMENT RUBRIC.

7. NON-COMMERCIALY STAFFED CONSULATES' GENERAL REPORTS RANGE FROM "NO INPUT" TO FAIRLY ACTIVE. HALIFAX, FOR EXAMPLE, IN LATTER CATEGORY, WITH ITS CCP ACTIVITY CONCENTRATED ON INFORMATIONAL COMMERCIAL FUNCTIONS (WTDRS), TRADE AND INVESTMENT OPPORTUNITIES, AND BUSINESS SERVICES. PORTER

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